



THE PERSONAL STORY

of **MR.
PEANUT**



CELEBRATING THE 50th ANNIVERSARY OF THE PLANTERS NUT & CHOCOLATE COMPANY





"YES IT BEGAN WHEN I MET UP WITH A GENTLEMAN NAMED MR. AMEDEO OBICI."



"WHEN HE WAS ONLY ELEVEN, AMEDEO OBICI, A LITTLE ITALIAN IMMIGRANT BOY, CAME TO SCRANTON, PA. THE YEAR WAS 1889."



"HE WENT TO SCHOOL FOR ONLY THREE MONTHS..."



"FOR YOUR HOMEWORK, CLASS, YOU WILL DO THESE SUMS."

"THEN, EVEN THOUGH HE WAS VERY YOUNG, HE HAD TO START EARNING A LIVELIHOOD. LATER YEARS FOUND HIM IN WILKES-BARRE IN A CIGAR-FACTORY..."

"AND AFTER THAT, AT A FRUIT STAND, AMEDEO GREW UP TO BE A HARD-WORKING, SELF-SUPPORTING MAN."



"YES, HE TOOK PRIDE IN HIS JOB, AND A LIVELY INTEREST IN PEOPLE, ESPECIALLY HIS OWN COUNTRYMEN, ONE DAY..."

"YOU OUGHT TO TAKE PART IN LOCAL POLITICS, OBICI. YOU COULD HELP BY CALLING ON FOLKS, TALKING TO THEM IN THEIR OWN LANGUAGE, EXPLAINING THE ELECTIONS..."

"YES, A MAN SHOULD DO THINGS FOR THE GOOD OF HIS COMMUNITY."



"HIS VISITS TOOK HIM TO MANY PLACES. AMONG THEM THE BASEMENT OF A GROCERY."

"HOW DO YOU DO, SRT MY NAME IS AMEDEO OBICI."

"AND I AM MARIO PERUZZI."



"THEIR FIRST HANDSHAKE LED TO A LIFELONG FRIENDSHIP AND AN AMAZING PARTNERSHIP. BUT THAT COMES LATER."

"WORKING AND SAVING, OBICI MANAGED TO OBTAIN HIS OWN FRUIT STAND..."

"...AND SOME PEARS, PLEASE AND WHAT ABOUT THOSE PEANUTS? ARE THEY FRESH?"

"OF COURSE, MRS. DALE. MY PEANUTS ARE ALWAYS FRESH."



"AN OBSERVANT MAN, MR. OBICI! HE SOON SAW THAT WHILE FRUIT MIGHT QUICKLY SOFTEN OR ROT, PEANUTS KEPT THEIR CRUNCH A LONG TIME."

"HE INVESTED IN A SMALL PEANUT ROASTER, TOO. EVERYONE LIKED HIS WARES..."

"HERE'S MY NICKEL, MR. OBICI."

"I WANT TWO BAGS!"



"ALTHOUGH A SIMPLE AND FRIENDLY MAN, OBICI HAD A DREAM OF SUCCESS, A DREAM THAT LED HIM TO BUY A SMALL STORE IN WILKES-BARRE..."



"THAT'S A QUESTION A GOOD MANY PEOPLE ASK. BUT AMEDEO OBICI FOUND AN ANSWER..."



"MY ROASTED PEANUTS ARE VERY POPULAR, MAYBE... IF I WORK HARDER... I COULD SELL THEM TO OTHER SHOP-KEEPERS AROUND TOWN..."

"WHEN OBICI HAD A GOOD IDEA, HE BELIEVED IN ACTING ON IT. SOON, THE ENTIRE COUNTRY-SIDE WAS WELCOMING 'THE PEANUT SPECIALIST' AND OLD DICK, HIS FAITHFUL HORSE."



"HELLO THERE! NOW'S THE PEANUT BUSINESS COMING ALONG?"

"EVERYONE LIKED BOTH THE MAN AND THE DELICIOUS PRODUCT HE SOLD. THEY WERE BOTH SORT OF LOCAL FAVORITES, YOU MIGHT SAY."

NOW, JUST ABOUT HERE, I'D LIKE TO TELL YOU ABOUT THAT FELLOW IN THE GROCERY STORE... MARIO PERUZZI, HE HAD LEFT ITALY WHEN HE WAS NINETEEN...



"IN HOME, HE HAD WORKED IN A SHOP WHERE EVERY EMPLOYEE HAD TO KNOW THREE LANGUAGES..."



GRAZIE, SIGNORA.

VOICI LES DENTELLES, MADAME.

DANKE SCHÖN, FRAULEIN.

"THREE LANGUAGES WEREN'T ENOUGH FOR A LAD WHO PLANNED TO COME TO THE UNITED STATES ONE DAY, SO..."



"I LEARN... YOU LEARN... HE LEARNS... SHE LEARNS..."

"IT WAS NO SECRET THAT THESE TWO MEN BECAME BEST FRIENDS WHEN THEY MET IN MILWAUKEE, ONE DAY IN 1906, FIFTY YEARS AGO..."



WE'RE BOTH HARD WORKERS. MARIO, WE BOTH HAVE AMBITION. I KNOW WE WOULD SUCCEED IF... IF...

YES, AMEDEO, IF WE ONLY HAD ENOUGH MONEY TO START OUR OWN BUSINESS.

"THE BANK MANAGER HEARD THEIR IDEA AND WONDERED: A BUSINESS BASED ON PEANUTS... WAS IT A GOOD OR BAD RISK?"



WE'LL BANK ON YOU, GENTLEMEN... ON YOUR CHARACTERS AND ABILITIES? WE'LL GRANT YOU A LOAN OF \$2,000!

"AND SO, THEIR FRIENDSHIP BECAME A PARTNERSHIP. THEIR FIRST BUILDING LATER BECAME KNOWN AS THE CRADLE OF THE COMPANY."



OUR BUSINESS SHOULD HAVE A NAME, MARIO. WHAT DO YOU THINK OF... PLANTERS?

THAT SOUNDS GOOD... AND WE'LL MAKE IT MEAN SOMETHING. AMEDEO, YOU'LL SEE THE PLANTERS PEANUT COMPANY!



THE FOUNDERS OF PLANTERS PEANUT COMPANY HAD LITTLE TO START WITH. HERE'S A LIST OF ALL THEY HAD TO BEGIN WITH...

ASSETS
2 MULES
1 HORSE
4 OR 5 EMPLOYEES
1 BUILDING

"BUT THEY HAD SOME OTHER THINGS, TOO: THEIR OWN FAITH AND A DARING NEW CONCEPT FOR MERCHANDISING BLANCHED WHOLE SALTED PEANUTS IN BRANDED PACKAGES!"



WELL, MARIO, WHAT DO YOU SAY? ARE THE SALTED PEANUTS GOOD?

GOOD? IT'S HARD TO STOP EATING THEM!

"EVER SINCE, MOST PEOPLE HAVE FELT EXACTLY THE SAME WAY..."



A BAG OF PLANTERS, PLEASE!

I'D LIKE SOME MORE OF THOSE PLANTERS PEANUTS!

TWO BAGS, PLEASE!

"PLAIN THINKING DIRECTED THE ACTION OF THE PARTNERS. IN THEIR WILKES-BARRE OFFICE..."

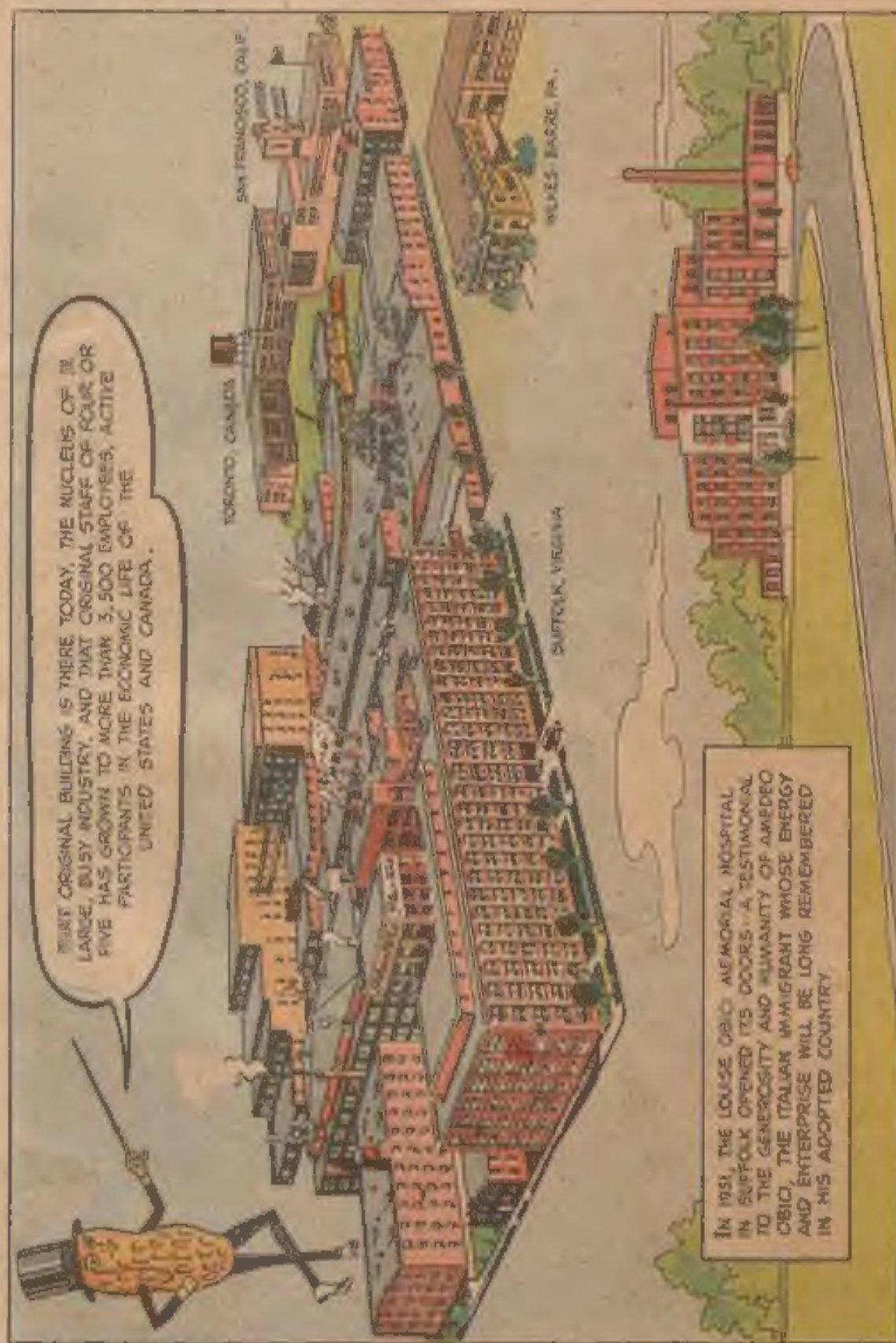


AFTER ALL, OUR PEANUTS ARE GROWN IN THE SOUTH, MARIO...

IT'S A MATTER OF COMMON SENSE. THAT'S WHERE OUR MANUFACTURING PLANT SHOULD BE!

AND ONCE AGAIN, THEY HAD TO BORROW MONEY... THIS TIME, TO BUY THAT FIRST SMALL FACTORY IN SUFFOLK, VIRGINIA. HERE'S HOW IT LOOKED...





***JUST WHAT IS A PEANUT, ANYWAY?**

WELL, TO BEGIN, A PEANUT IS NOT A NUT, AT ALL! I BELONG TO THE VEGETABLE FAMILY, POD-BEARING PLANTS LIKE MY RELATIVES, PEAS AND BEANS.



"WE'RE GROWN THE WORLD OVER AND KNOWN BY MANY NAMES..."

GROUNDNUTS, EARTHNUTS, GOOSEBERRIES, MANILLA NUTS, PISTACHES DE TERRE

"BUT THE BEST AND BIGGEST PEANUTS GROW IN THE WARM, SANDY SOIL OF VIRGINIA. FIELDS LIKE THIS ARE PLANTED IN MAY."



***GROWING INTO A STRAGGLY VINE...**



...THE PLANT BEARS SMALL FLOWERS. AS THE FLOWERS FADE AND FALL...



...THE STEM DROOPS, THRUSTING THE EMBRYO INTO THE GROUND...



...SO THAT THE PODS ACTUALLY DEVELOP AND GROW UNDER THE SURFACE OF THE EARTH.



***IN THE FALL, THE PEANUTS ARE DUG, THE SOIL SHAKEN OFF, AND THE VINES SHOCKED FOR CURING. AT FIRST, THE PODS AND KERNELS ARE SOFT...**

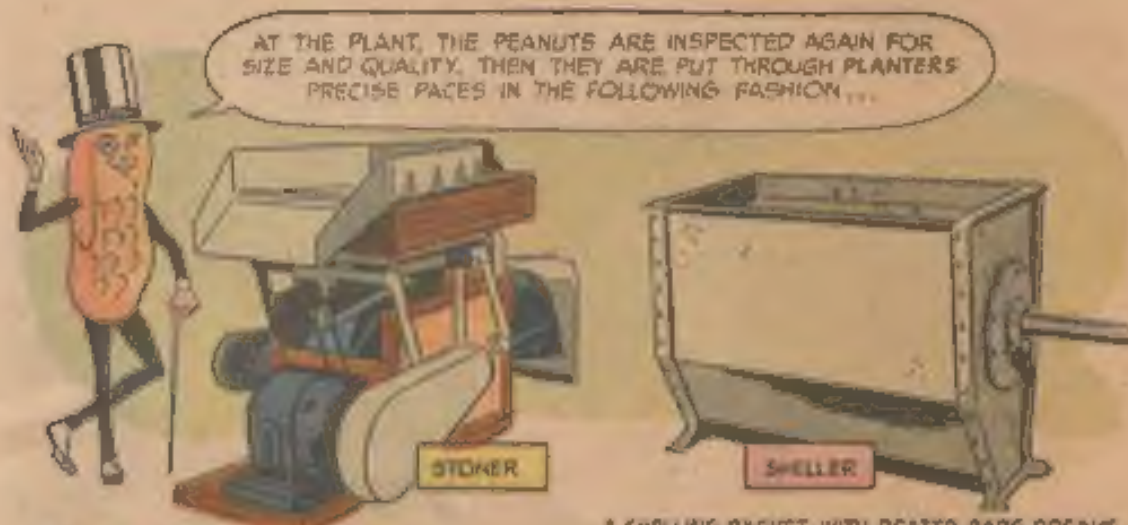


***...BUT DURING THE CURING PROCESS, THEY DRY AND HARDEN INTO CRISP SHELLS WITH FIRM NUTMEATS INSIDE."**

"INSPECTORS FROM THE PLANTERS COMPANY EXAMINE THE PEANUTS..."



LOOKS LIKE A FINE CROP... GUESS THEY'RE ABOUT READY FOR PLANTERS.



THEY ARE FIRST SENT THROUGH A REEL WHICH CLEANS THEM, THEN TO A 'STONER' WHICH REMOVES STONES...

A SHELLING BASKET WITH BEATER BARS BREAKS THE SHELLS. OTHER MACHINERY SEPARATES THE SHELLS FROM THE PEANUT KERNELS...



NEXT THE KERNELS GO THROUGH ANOTHER SEPARATOR WHICH REMOVES FOREIGN PARTICLES, THEN THROUGH A GRADING MACHINE...



FINALLY, THE EXPERT HANDS OF WOMEN OPERATORS CHOOSE THE FINEST OF THE CROP FOR USE IN PLANTERS' PRODUCTS...



THESE RAW PEANUTS ARE GRADED INTO SIZES, EACH SIZE FOR A PARTICULAR PRODUCT. THE ONE'S CHOSEN TO BECOME "COCKTAIL PEANUTS" ARE LIGHTLY ROASTED TO REMOVE MOISTURE, THEN THEY ARE "BLANCHED" -- THAT IS, THEIR RED SKINS ARE REMOVED BY...



DELICATE PRECISION MACHINERY. THE BLANCHED KERNELS GO INTO COOKING VATS ALONG WITH PLANTERS' SPECIAL OILS, AND ARE ROASTED A GOLDEN YELLOW. COOLED AND SALTED, THEY ARE READY TO BE VACUUM-PACKED IN CANS.

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IF THE PEANUTS ARE HEADED FOR THOSE POPULAR FIVE-CENT BAGS, THEY ARE PACKAGED BY MACHINERY THAT IS ALMOST MAGICAL. AUTOMATICALLY MEASURED, THE ROASTED, SALTED PEANUTS PASS THRU TUBES INTO CELLOPHANE BAGS WHICH ARE...

...FORMED MECHANICALLY IN ONE CONTINUOUS OPERATION. THE BAGS ARE THEN PACKED IN WAXED BOXES, WHICH ARE FURTHER PROTECTED WITH A MOISTURE-PROOF PAPER OVER-WRAP, AND X-RAY INSPECTED FOR PURITY. THEY ARE THEN READY FOR SHIPMENT.



REMARKABLE SKILL ALSO GOES INTO THE MAKING OF THE JUMBO BLOCK PEANUT BAR. HOT ROASTED PEANUTS, CORN SYRUP, SUGAR AND SALT ARE BLENDED IN OPEN COPPER KETTLES. AT THE RIGHT TEMPERATURE, THIS DELICIOUS MIXTURE IS...

...HAND-ROLLED INTO SHEETS ON MARBLE SURFACES, THEN CUT INTO BLOCKS AND COOLED. AUTOMATICALLY WRAPPED. THE BARS ARE THEN PACKAGED AND PREPARED FOR SHIPMENT IN MUCH THE SAME MANNER AS THE 5¢ BAGS.

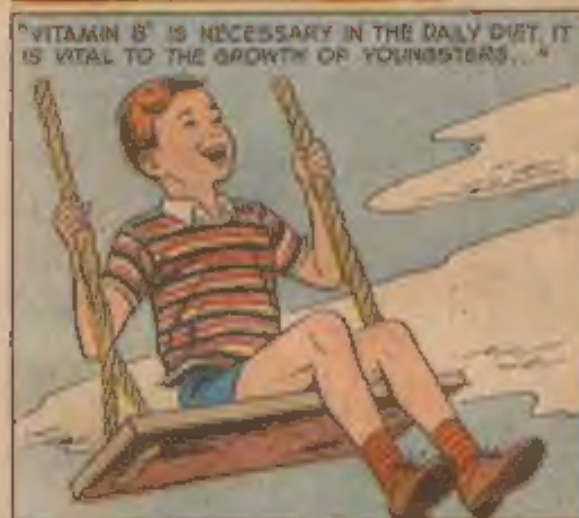


ANOTHER DELICIOUS, HEALTHFUL PRODUCT MADE BY PLANTERS IS PEANUT BUTTER. ROASTED, BLANCHED PEANUTS ARE CRUSHED IN SPECIAL MACHINES...

SALT IS ADDED, THE MIXTURE IS COOLED AND PUMPED TO THE 'FILLING STATION' WHERE IT IS SPOUTED INTO JARS WHICH ARE CAPPED, LABELED AND PACKED AUTOMATICALLY.



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"AND WHAT HAVE I BEEN DOING ALL THESE YEARS? WHY, BRINGING PLEASURE AND PEP TO FOLKS WHEREVER THEY ARE! I'M FULL OF ENERGY AND I GET AROUND..."



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"I'M PRETTY MUCH OF A WORLD TRAVELER, SO I CAN TELL YOU THAT PLANTERS PEANUTS ARE ENJOYED IN MANY A FAR-OFF LAND..."



SWITZERLAND

JAPAN

BELGIAN CONGO

MOROCCO

ARGENTINA

ALASKA

HAWAII



SO MUCH FOR GEOGRAPHY! THERE'S ANOTHER LESSON IN MY STORY, HOWEVER.



YOU'VE READ ABOUT THE GOOD THINGS THAT GO INTO PLANTERS PRODUCTS, BUT THERE ARE SOME THINGS THAT CAN'T BE WEIGHED, MEASURED OR COUNTED.

CARE
PURITY
QUALITY
CLEANLINESS
WHOLESOMENESS



WELL, FOLKS, I HOPE YOU'VE BEEN READING *BETWEEN* THE LINES OF MY STORY, FOR THERE IS REAL INSPIRATION IN THE LIVES OF THESE TWO MEN. THEY STARTED WITH LITTLE MORE THAN THEIR FAITH, COURAGE AND COMMON SENSE... AND THEY MADE THE NAME 'PLANTERS' STAND FOR SOMETHING FRIENDLY AND FAMILIAR AND WHOLESOME IN THE LIVES OF US ALL.



WELL, NOW, I GUESS I'M ALMOST TALKED OUT. IT'S TIME I FINISHED THE JOB I STARTED, SO —



— I HOPE YOU WILL JOIN ME IN WISHING LONG LIFE AND SUCCESS TO SOME PEOPLE WHO ENJOY GIVING PLEASURE AND ENJOYMENT TO THE WORLD... THE PLANTERS NUT AND CHOCOLATE COMPANY!

AND AS WE ALL JOIN IN MR. PEANUT'S BIRTHDAY WISH, LET'S TURN THE PAGE FOR A PLEASANT SURPRISE.



BOYS AND GIRLS! HERE'S HOW
YOU CAN GET YOURSELF SOME FINE
PRIZES FROM THE MAKERS OF
PLANTERS PEANUTS!

"It may seem hard to believe that you can obtain prizes for eating delicious, good-for-you PLANTERS PEANUTS—but it's true! All you need do is save PLANTERS five-cent bags . . . coupons from the Blue Vacuum Cans . . . labels from PLANTERS Peanut Butter jars . . . or wrappers from the PLANTERS Jumbo Block candy bar. These wrappers, labels, etc., will be redeemed for prizes shown below. Simply send to Planters Peanuts, Dept. S, Wilkes-Barre, Pa. You will receive your prizes promptly. You may send for as many prizes as you wish!"

MR. PEANUT PENCIL

Patented mechanical pencil shows Mr. Peanut perched on top. Precision made. Guaranteed against defects. 5½ inches long. Yours for just 35¢ and one coupon from a can of PLANTERS COCKTAIL SALTED PEANUTS . . . or 35¢ and one label from a jar of PLANTERS PEANUT BUTTER . . . or 35¢ and two empty 5¢ PLANTERS PEANUT bags . . . or 35¢ and two 5¢ PLANTERS JUMBO BLOCK outside wrappers.



MR. PEANUT BANK

Made of colorful plastic in red, blue, green or tan. 8½ inches high. Yours for just 25¢ and label, bags, coupon or wrappers as listed for Mr. Peanut Pencil (above).



MR. PEANUT DRINKING CUP

Novelty plastic drinking cup in the likeness of Mr. Peanut himself! Brilliantly colored in red, blue, pink, green or tan. Yours for just 25¢ and coupon, label, bags or wrappers as listed for Mr. Peanut Pencil (above).



PAINT BOOK OF U.S. PRESIDENTS

Stories and pictures of all the presidents from Washington to Eisenhower. 32 big pages—size 7½ x 10½ inches—66 pictures for you to color! Entertaining and educational. Yours for just 15 empty 5¢ PLANTERS PEANUT bags . . . or 15 outside wrappers from PLANTERS JUMBO BLOCK . . . or 3 labels from PLANTERS PEANUT BUTTER . . . or 3 coupons from Vacuum Cans of PLANTERS COCKTAIL SALTED PEANUTS.



GOLDEN NUT SERVER

You'll want one for yourself or to give to mother and dad! This attractive server is 24-carat gold-plated, 5-3/16 inches long, finished to perfection—bearing a replica of Mr. Peanut himself. You can get it for 25¢ and one coupon from a Vacuum Can of PLANTERS COCKTAIL SALTED PEANUTS.

